

ORDER



Orders
Order / Rev: 198459
Alt Order #:
Product Desc: 10/1-10/7 KAINE FOR SENATE
Estimate: 11519
Flight Dates: 10/01/12 - 10/07/12
Original Date / Rev: 08/14/12 / 10/03/12
Order Type: REG

Primary AE: WAVY National House
Sales Office: N-HOU
Sales Region: Nat

Agency Name: Media Strategies & Research
Buying Contact:
Billing Contact:
 11350 Random Hills Road
 Fairfax, VA 22030

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: POL/Kaine for Senate 2012 (D)
Demographic: A25-54
Product Codes: PL5
Priority: P3
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN2114/IN2116/SP1753/AU1239/AL18/

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/07/12	67	\$21,875.00	\$18,593.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	67	\$21,875.00	\$18,593.75	0.00
Totals	67	\$21,875.00	\$18,593.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
WAVY National House			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WAVY	10/01/12	10/07/12	WAVY News @ Sunrise WAVY News @ Sunrise	CM	5a-6a	11111--	:30	5	\$125.00	P4	0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	11111--			5		\$125.00		0.00				
N 2	WAVY	10/01/12	10/07/12	WAVY 6AM News WAVY 6AM News	CM	6a-7a	11111--	:30	5	\$350.00	P3	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	11111--			5		\$350.00		0.00				
N 3	WAVY	10/01/12	10/07/12	Today Show M-F Today Show M-F	CM	7a-9a	11111--	:30	5	\$350.00	P3	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	11111--			5		\$350.00		0.00				
N 4	WAVY	10/06/12	10/06/12	Today Show Sa Today Show Saturday	CM	8a-10a	-----1-	:30	1	\$250.00	P4	0.00	NM	11	\$2,475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----1-			1		\$250.00		0.00				

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WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	WAVY	10/06/12	10/06/12	Today Show Sa	CM	8a-10a	-----1-	:30	1	\$250.00	P4	0.00	NM	11	\$2,475.00
Today Show Saturday															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----1-	1		\$250.00		0.00						
Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type						
1	NAVY	10/01/12-10/07/12	Today Show Sa	8a-10a	-----Sa--	:30	(\$250.00)	0.00	NM						
See MG 4.2,4.3,4.4,4.5,4.6,4.7,4.8,4.9,4.10															
[Political]															
2	NAVY	10/03/12-10/03/12	Tonight Show/Jay Leno	1134p-1237a	--W-----	:30	\$300.00	0.00	NM						
Ⓜ MG for 18.1,22.3,22.1,22.2,6.1,6.2,5.1,22.4,8.1,8.2,4.1															
[Makegood]															
3	NAVY	10/04/12-10/04/12	Tonight Show/Jay Leno	1134p-1237a	---Th----	:30	\$300.00	0.00	NM						
Ⓜ MG for 18.1,22.3,22.1,22.2,6.1,6.2,5.1,22.4,8.1,8.2,4.1															
[Makegood]															
4	NAVY	10/03/12-10/03/12	Presidential/VP Debates	Political Debates	--W-----	:30	(\$700.00)	0.00	NM						
Ⓜ See MG 4.11,4.12															
[Political]															
5	NAVY	10/02/12-10/02/12	Days of Our Lives	1p-2p	-T-----	:30	\$150.00	0.00	NM						
Ⓜ MG for 18.1,22.3,22.1,22.2,6.1,6.2,5.1,22.4,8.1,8.2,4.1															
[Makegood]															
6	NAVY	10/04/12-10/04/12	Days of Our Lives	1p-2p	---Th----	:30	\$150.00	0.00	NM						
Ⓜ MG for 18.1,22.3,22.1,22.2,6.1,6.2,5.1,22.4,8.1,8.2,4.1															
[Makegood]															
7	NAVY	10/02/12-10/02/12	Today Show 2	9a-10a	-T-----	:30	\$150.00	0.00	NM						
Ⓜ MG for 18.1,22.3,22.1,22.2,6.1,6.2,5.1,22.4,8.1,8.2,4.1															
[Makegood]															
8	NAVY	10/04/12-10/04/12	Today Show 2	9a-10a	---Th----	:30	(\$150.00)	0.00	NM						
Ⓜ See MG 4.13,4.14															
[N/A]															
9	NAVY	10/01/12-10/07/12	Today Show Su	8a-9a	-----Su	:30	\$275.00	0.00	NM						
Ⓜ MG for 18.1,22.3,22.1,22.2,6.1,6.2,5.1,22.4,8.1,8.2,4.1															
[Makegood]															
10	NAVY	10/01/12-10/07/12	Today Show Sa	8a-10a	-----Sa--	:30	\$300.00	0.00	NM						
Ⓜ MG for 18.1,22.3,22.1,22.2,6.1,6.2,5.1,22.4,8.1,8.2,4.1															
[Makegood]															
11	NAVY	10/05/12-10/05/12	Fri Hour 1	8p-9p	-----F----	:30	\$400.00	0.00	NM						
Ⓜ MG for 4.4 10/03															
[Makegood]															
12	NAVY	10/05/12-10/05/12	M-F 730-8p	730-8p	-----F----	:30	\$300.00	0.00	NM						
Ⓜ MG for 4.4 10/03															
[Makegood]															
13	NAVY	10/05/12-10/05/12	Hampton Roads Show	11a-12p	-----F----	:30	\$50.00	0.00	NM						
Ⓜ MG for 4.8 10/04															
[Makegood]															
14	NAVY	10/06/12-10/06/12	WAVY News 10 Sa 6a	6a-7a	-----Sa--	:30	\$100.00	0.00	NM						
Ⓜ MG for 4.8 10/04															
[Makegood]															
N 5	WAVY	10/07/12	10/07/12	Today Show Su	CM	8a-9a	-----1	:30	1	\$225.00	P4	0.00	NM	0	\$0.00
Today Show Sunday															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----1	1		\$225.00		0.00						
Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type						
1	NAVY	10/01/12-10/07/12	Today Show Su	8a-9a	-----Su	:30	(\$225.00)	0.00	NM						
See MG 4.2,4.3,4.4,4.5,4.6,4.7,4.8,4.9,4.10															
[Political]															
N 6	WAVY	10/01/12	10/07/12	Today Show 2	CM	9a-10a	1--1---	:30	2	\$125.00	P4	0.00	NM	0	\$0.00
Today Show 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	1--1---	2		\$125.00		0.00						

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WAVY

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N 6	WAVY	10/01/12	10/07/12	Today Show 2 Today Show 2	CM	9a-10a	1--1---	:30	2	\$125.00	P4	0.00	NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 1--1--- 2 \$125.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 WAVY 10/01/12-10/07/12 Today Show 2 9a-10a M--Th----- :30 (\$125.00) 0.00 NM See MG 4.2,4.3,4.4,4.5,4.6,4.7,4.8,4.9,4.10 [Political]															
2 WAVY 10/01/12-10/07/12 Today Show 2 9a-10a M--Th----- :30 (\$125.00) 0.00 NM See MG 4.2,4.3,4.4,4.5,4.6,4.7,4.8,4.9,4.10 [Political]															
N 7	WAVY	10/01/12	10/07/12	WAVY News 10 @ Noon News 10 @ Noon	CM	12p-1p	--1-1--	:30	2	\$75.00	P4	0.00	NM	2	\$150.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 --1-1-- 2 \$75.00 0.00															
N 8	WAVY	10/01/12	10/07/12	Days of Our Lives Days of Our Lives	CM	1p-2p	-1-1---	:30	2	\$125.00	P4	0.00	NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -1-1--- 2 \$125.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 WAVY 10/01/12-10/07/12 Days of Our Lives 1p-2p -T-Th----- :30 (\$125.00) 0.00 NM See MG 4.2,4.3,4.4,4.5,4.6,4.7,4.8,4.9,4.10 [Political]															
2 WAVY 10/01/12-10/07/12 Days of Our Lives 1p-2p -T-Th----- :30 (\$125.00) 0.00 NM See MG 4.2,4.3,4.4,4.5,4.6,4.7,4.8,4.9,4.10 [Political]															
N 9	WAVY	10/01/12	10/07/12	M-F 4-5p M-F 4-5p	CM	4p-5p	1-1-1--	:30	3	\$125.00	P4	0.00	NM	3	\$375.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 1-1-1-- 3 \$125.00 0.00															
N 10	WAVY	10/01/12	10/07/12	WAVY News 10 @ 5p News 10 @ 5p	CM	5p-530p	11111--	:30	5	\$350.00	P3	0.00	NM	5	\$1,750.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 11111-- 5 \$350.00 0.00															
N 11	WAVY	10/01/12	10/07/12	WAVY News 10 @ 530p News 10 @ 530p	CM	530p-6p	11111--	:30	5	\$350.00	P3	0.00	NM	5	\$1,750.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 11111-- 5 \$350.00 0.00															
N 12	WAVY	10/01/12	10/07/12	WAVY News 10 @ 6p News 10 @ 6p	CM	6p-630p	11111--	:30	5	\$450.00	P3	0.00	NM	5	\$2,250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 11111-- 5 \$450.00 0.00															
N 13	WAVY	10/06/12	10/06/12	WAVY News 10 Sat 6p WAVY News 10 Sat 6p	CM	6p-630p	-----S-	:30	1	\$150.00	P3	0.00	NM	1	\$150.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -----S- 1 \$150.00 0.00															
N 14	WAVY	10/07/12	10/07/12	WAVY News 10 Sun 6p WAVY News 10 Sun 6p	CM	6p-7p	-----S	:30	1	\$150.00	P3	0.00	NM	1	\$150.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -----S 1 \$150.00 0.00															
N 15	WAVY	10/01/12	10/07/12	M-F 7-730p M-F 7-730p	CM	7-730p	1-1-1--	:30	3	\$300.00	P3	0.00	NM	3	\$900.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 1-1-1-- 3 \$300.00 0.00															
N 16	WAVY	10/01/12	10/07/12	M-F 730-8p M-F 730-8p	CM	730-8p	-1-1---	:30	2	\$300.00	P3	0.00	NM	2	\$600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -1-1--- 2 \$300.00 0.00															
N 17	WAVY	10/02/12	10/02/12		CM	10p-11p	-T-----	:30	1	\$700.00	P3	0.00	NM	1	\$700.00

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WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Tue Hour 3 Tuesday 10-11p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -T----- 1 \$700.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 NAVY 10/01/12-10/07/12 Tue Hour 3 10p-11p -T----- :30 (\$700.00) 0.00 NM See MG 17.2 [Political] 2 NAVY 10/01/12-10/07/12 Thur Hour 3 10p-11p ---Th----- :30 \$700.00 0.00 NM Ⓜ MG for 17.1 10/02 [Makegood]															
N18	WAVY	10/03/12	10/03/12	Wed Hour 2 Wednesday 9-10p	CM	9p-10p	--W----	:30	1	\$1,000.00	P3	0.00	NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 --W---- 1 \$1,000.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 NAVY 10/01/12-10/07/12 Wed Hour 2 9p-10p --W----- :30 (\$1,000.00) 0.00 NM See MG 4.2,4.3,4.4,4.5,4.6,4.7,4.8,4.9,4.10 [Program Change]															
N19	WAVY	10/01/12	10/07/12	LN M-F M-F News 10 @11	CM	11p-1130p	22222--	:30	10	\$500.00	P3	0.00	NM	10	\$5,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 22222-- 10 \$500.00 0.00															
N20	WAVY	10/06/12	10/06/12	LN Sa WAVY News 10 @11 Sat	CM	11p-1130p	-----2-	:30	2	\$500.00	P3	0.00	NM	2	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -----2- 2 \$500.00 0.00															
N21	WAVY	10/07/12	10/07/12	Sun News 11p (Football) Sun News 11p -- Late	CM	1130-12a	-----1	:30	1	\$500.00	P3	0.00	NM	1	\$500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -----1 1 \$500.00 0.00															
N22	WAVY	10/01/12	10/07/12	Tonight Show/Jay Leno Tonight Show w/Leno	CM	1134p-1237a	11-11--	:30	4	\$125.00	P4	0.00	NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 11-11-- 4 \$125.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 NAVY 10/01/12-10/07/12 Tonight Show/Jay Leno 1134p-1237a MT-ThF--- :30 (\$125.00) 0.00 NM See MG 4.2,4.3,4.4,4.5,4.6,4.7,4.8,4.9,4.10 [Political] 2 NAVY 10/01/12-10/07/12 Tonight Show/Jay Leno 1134p-1237a MT-ThF--- :30 (\$125.00) 0.00 NM See MG 4.2,4.3,4.4,4.5,4.6,4.7,4.8,4.9,4.10 [Political] 3 NAVY 10/01/12-10/07/12 Tonight Show/Jay Leno 1134p-1237a MT-ThF--- :30 (\$125.00) 0.00 NM See MG 4.2,4.3,4.4,4.5,4.6,4.7,4.8,4.9,4.10 [Political] 4 NAVY 10/01/12-10/07/12 Tonight Show/Jay Leno 1134p-1237a MT-ThF--- :30 (\$125.00) 0.00 NM See MG 4.2,4.3,4.4,4.5,4.6,4.7,4.8,4.9,4.10 [Political]															
													Totals	67	\$21,875.00